CEC Entertainment

Where a Kid can be a Kid

January 5, 2007

Chuck E. FOCUS



Inside this issue:

thought of the week...



"When you get to the end of your rope, tie a knot and hang on..

-Franklin D. Roosevelt

Magical Hospitality Indianapolis-Greenwood #346
Northern Region ~ Jodi Brink & Jean Ann Castaneda, Mgrs
Great Leadership From GM ~ Cynthia Baird

Early November 2006 we had our "usual" birthday party for our daughter and friends in your Greenwood, IN store. The service was good as usual, however one person in particular, a woman named Kayla (last name unknown), provided outstanding service in keeping us happy with the meal timing, token replenishment, and of course drinks. She could have done "the minimum", but went out of her way to make sure we were well taken care of. The unique part of this is that she was aware that our birthday party was not scheduled through your organization, we just showed up with a cake and kids! We have been to parties scheduled through the store, and have observed the dedicated service person assigned to each group. The amazing part of our service, was that Kayla gave us the same level of service without the "assigned" part. I know that this can go unnoticed as part or your organization when folks like us pay to have fun in your establishment, however this young lady deserves a special thanks for her special attention to our needs. It made my life easier and the party a seamless success. Sorry it took so long to let you know.

Brian Neilson

Making Magical Hospitality

CEC Makes Magic –Manassas, VA #118

Southeast Region, Melissa DeGeare & Suzanne Morton, Asst. Mgrs

Great Leadership From GM ~ Brian Nicholson

I have done parties in the last five years in my local living vicinity (Virginia). I am not showing partiality when I say this because Chuck E Cheese is a fun place anywhere and at anytime. However, the Manassas' Chuck E Cheese was the most exciting, , worthwhile and where we were giving the most extravagant service. First of all, my host Eric is very courteous to my family and guest. He is very energetic when it comes to the dancing. For instance, He gets all the kids involved in the fun and he even can get some adults in the dancing. What was so hilarious was that he got my mother, who is 60 years old up and dancing, we look at the tape of that all the time, it brings our family laughter every time we watch the video. Eric does everything for me and he does not like it when I do things that pertain to the party because he says that is his job and my job is to relax and enjoy myself. During present time, he wrote down the name of the gifts and to whom they were from, and also read the card out loud to my child (This is a service that I do not get at any other Chuck E Cheese). Eric is just a great host. Trust my credibility when I say that he is an awesome host because this was the third party that he did for one of my children. In addition, the management is very good here. I told the manager Brian about how well his employees are doing, he is also extremely polite and helpful. Every time we go the store, Brian is always making sure we are enjoying ourselves with a smile on his face. Likewise, his technicians are very punctual on fixing our games. I really enjoy this Chuck E Cheese. I am just writing them to tell them to keep up the great work.

,Tara Thompson, PhD



Magical Hospitality Novi, MI #331

Midwest Region ~ Kevin Raguso, Manager

Great Leadership From GM ~ Chad Estrada

I just wanted to let you know how much my daughter enjoyed her birthday party. It was a total success. Our hostess was outstanding! Having never even been to a party myself, I felt very nervous and clueless, but our hostess took care of everything. She was kind and understanding. Everyone had a great time. I want to thank the Birthday staff at 12 Mile, Novi, MI.

,Sue & Shannon Mulhall

Compliments

Week Ending December 31, 2006

Midwest Region:

346

Western Region:

451

Southwest Region:

301, 891, 599, 733

Northeast Region:

501, 487, 505, 965

Southeast Region:

118

Complaints

Week Ending December 31, 2006

Midwest Region:

97, 873, 855

Western Region:

413, 443

Southwest Region:

943, 706, 716, 706

Northeast Region:

485, 457, 481, 476, 554

Southeast Region:

635, 601, 725, 437, 722, 719



WEEK 52

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#522	Brooklyn, NY	$95,905
2	#446	Bell / LA	$78,186
3	#716	New Orleans-Veteran	$77,630
4	#513	Queens, NY	$75,128
5	#453	Ventura / LA	$71,133
6	#523	Bronx, NY	$70,863
7	#654	Sterling, VA	$70,350
8	#948	St Louis—St Charles	$68,812
9	#456	Skokie /Chicago	$66,196
10	#410	Sacramento-Arden	$64,123

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#873	Vaughn, ONT	111.8%
#889	North West Hwy/OK	40.4%
#426	Lakeland, FL	33.0%
#589	Anchorage, AK	30.6%
#533	Wilkes Barre, PA	30.5%
#034	Oaklawn/Chicago	29.0%
#575	Houston/Wesleyan	27.8%
#970	Memphis, TN	26.4%
#592	Houston-Webster	23.0%
#067	Metcalf / Kansas Ci	20.9%

Business Reminders



Important Entertainment Stuff!

Happy New Year! We've got 3 things we want you to know really quickly:

1. The license agreement for the Cha-Cha Slide has expired, but we've secured the Hokey Pokey for 2007! You should have received a new Road Show CD for 2007. Please send back your old Road Show CD 'attn: Entertainment Dept.'. Thanks!

2. We produced new Choreography Training videos (w/the Jan Show) for you guys that are able to play in your showroom! If you've got a Studio C, your training videos can be chosen using the Manager Control Panel (when store is closed). If you have any other stage format, you should have received training material on either DVD or VHS. Simply place it in your player for the show and train away! Once again, this training material is to be used when the store is closed. Thanks again!

Audio levels: keep those levels up in the field. Remember…music equals energy. If you can

MARKETING INFORMATION

On January 9th 2007, we will be launching our monthly email campaign to guests who have signed up to receive coupons through our Chuck E-Club Newsletter. These 4 offers will be the following coupons below with an expiration date of February 4th 2007.

US COUPONS

Coupon#1	Coupon#2	Coupon#3	Coupon#4
$19.99	$10.00	$23.99	$12.50
1-2 Topping Pizza	Buy 40 Tokens	1 Large Pizza	Buy 50 Tokens
4 Soft Drinks	Get 40 Free	(1-2 Topping or our Super Combo)	Get 50 Tokens Free
28 Tokens	Total of 80 Tokens	4 Soft Drinks	Total of 100 Tokens
Coupon Code #173	Coupon Code #325	28 Tokens	Coupon Code #321
		1 Large Salad	
		Coupon Code #205	

CANADA COUPONS

Coupon #1	Coupon #2	Coupon #3
$29.99	$16.50	$23.99
Large 1-2 Topping Pizza or Combo	Buy 50 Tokens Get 50 Free	Large 1-2 Topping Pizza or Combo
4 Soft Drinks	Coupon Code #801	4 Soft Drinks
24 Tokens		24 Tokens
1 Large Salad Bar		Coupon Code #800
Coupon Code #803		

You may see some of these coupons come in a text format. Please except these as well as some of our guests cannot receive the HTML coupon graphics. If you have any other questions about our E-marketing program, feel free to call me directly at 972-258-4281 or email **rlinders@cecentertainment.com**



Tech Support

Exchange or Advance replacement Items available from the SPT Technical Support Department.

Studio C Show Items - Studio C Computer, Cop Controller, Pioneer DVD Players, Sigma A/V Switcher, Crown Amplifier, 571 Symetrix, JVC Camera, Sony Camera, PIP Modules for Crown Amp (RPA, BEQ,XOV), Complete DTU Control Box, BVS Master key, Manager Control Panel.

3 Stage Show Items – 24 and 5 Volt Power Supply, Triad Computer, A/V Switcher, Yamaha Amp (2200 and 2250 models), 571 Symetrix, Long Driver Boards, 8 Circuit Triac PCB, Organ and Sign PCB's, Ribbon Cables.

CEC Stage Show – 5, 12, 24 Volt CEC Power Supply, 68HC11 CPU card, Character Cards, Light Driver Cards, Card Cage, Crown Amp, CEC A/V Switcher, Bose Controller, LCD Display.

Amutec Games - CEC Photo Ride Timers, CEC Photo Ride Sony Printer, Barney Ride Timers, Carousel Ride Timers, Soft Starter Box for Carousel Ride, 10 way light Chaser for Carousel Ride, All Amutec ride Timers, System 4000 Timers.

Jolly Roger Games – Hydraulic Helicopter Timer, System 4000 Timers (Bob the Builder, Clifford, ABC, Teletubbies), System 4000 Power Supplies all rides.

Memo Park Games and Rides – ELY Helicopter, Delta Fly, Crazy Balloon, Crazy Biker, Sea Clette, Funny Clette, Touch Sensor PCB (Black Box PCB),Tic Toc CPU, Tic Toc Transmitter PCB, Big Foot CPU, Rally Car CPU, Rocket CPU, CEC Magician CPU, Cobra CPU, Super Mole House CPU and Super Mole Tractor CPU, Rocking Horse CPU and Sweet Remind CPU.

Cromptons Rubble Bubble Game – Rubble Bubble CPU, Universal Hopper

I.C.E. Games – Sketch Book Printer 1200 and 1300 models, Kiddie Coaster DVD Player, Disk for Kiddie Coaster.

Sky Tube Sound PCB's – Nascar, Slide Sound, Monkey Cage, Train

Card System – Controller box, Swiper display unit**,** Controller box with Emulator.

Interactive Light Slide It Computers

Todd Control Box

Hard Drives – Rush the Rock, Rush Extreme, Arctic Thunder, Slide IT (Global VR), Coloring Book R04, R06, R08, R09, R11, Chatty CEC 630, 623, 626, Racing Jam, California Speed, Studio C Computer

Please call the SPT Technical Support Department at 785 862 6002, if you have any questions

01/07

THINK SAFETY FIRST!

MAKE THE CALL

Report Accidents Immediately

Report the incident immediately to the Manager. The CEC goal is to report each injury within 24 hours.

Notifique el accidente de inmediato al gerente. La meta de CEC es informar cado lesion dentro de las 24 horas.

DIAL 877-232-2524

877-232-2524

MARQUE EL 877-232-2524

Informe los Accidents Inmediatamente

Provide as much information as possible so your Manager on Duty will report the accident correctly. Remain calm and don't panic.

Proporcione la mayor cantidad de datos posible de manera que el gerente de turno comunique lo sucedido debidamente. Mantenga la calma. No entre en pánico.



01/07

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Report Accidents Immediately

Informe los Accidents Inmediatamente



BACKGROUND INFORMATION

When an accident occurs, it is important to react promptly to ensure proper care, correct reporting and immediate response. After the injured is attended to, accident reporting is vital to document the incident, prevent further accidents and provide information for process improvement. At this time, demonstrate potential hazards, such as, slippery floors, damaged floor mats or sharp edges.

INFORMACIÓN PREVIA

Cuando ocurre un accidente, es importante reaccionar con prontitud para asegurar la atención adecuada, la notificación correcta de lo sucedido y dar una respuesta inmediata. Una vez que el herido ha sido atendido, es fundamental comunicar el accidente para dejar constancia de lo ocurrido, prevenir futuros accidentes y obtener información para mejorar los procedimientos. En estos casos, demuestre posibles riesgos, como por ejemplo pisos resbaladizos, felpudos estropeados o bordes afilados.

WHAT TO DO IF A GUEST IS INJURED

- ❑ Report the incident immediately to the Manager.
- ❑ Provide First Aid if you are trained to do so.
- ❑ Contact emergency services if necessary or requested by a Guest. Call 911.
- ❑ Take the time after the accident, to write down what you remember about the incident.
- ❑ Provide as much information as possible so your Manager on Duty will report the accident correctly to the Support Center.
- ❑ Assist the Manager in correcting any hazardous condition.

WHAT TO DO IF A CAST MEMBER IS INJURED

- ❑ Report the incident immediately to the Manager. If the injured is a minor, notify parent(s) immediately.
- ❑ Provide First Aid if you are trained to do so.
- ❑ Contact emergency services if necessary or requested by a Cast Member. Call 911.
- ❑ Take the time after the accident, to write down what you remember about the incident.
- ❑ Provide as much information as possible so your Manager on Duty will report the accident correctly to the designated insurance company or TPA.
- ❑ Be sure to give the injured Cast Member an "Employee Statement of Injury" form to complete and fax to the Support Center Workers Compensation Department at (972) 258-4522.
- ❑ Remain calm and don't panic.

CÓMO PROCEDER SI SUFRE UNA LESIÓN UN CLIENTE

- ❑ Notifique el accidente de inmediato al gerente.
- ❑ Brinde primeros auxilios si cuenta con preparación para hacerlo.
- ❑ De ser necesario o solicitado por el cliente, comuníquese con los servicios de emergencia. Llame al 911.
- ❑ Tómese un tiempo después de lo ocurrido para dejar por escrito todo lo que recuerde sobre el accidente.
- ❑ Proporcione la mayor cantidad de datos posible de manera que el gerente de turno comunique lo sucedido al Centro de Apoyo debidamente.
- ❑ Colabore con el gerente para corregir cualquier condición de riesgo.

CÓMO PROCEDER SI SUFRE UNA LESIÓN UN EMPLEADO:

- ❑ Notifique el accidente de inmediato al gerente. Si el herido es menor de edad, avise enseguida a sus padres.
- ❑ Brinde primeros auxilios si cuenta con preparación para hacerlo.
- ❑ De ser necesario o solicitado por el empleado, comuníquese con los servicios de emergencia. Llame al 911.
- ❑ Tómese un tiempo después de lo ocurrido para dejar por escrito todo lo que recuerde sobre el accidente.
- ❑ Proporcione la mayor cantidad de datos posible de manera que el gerente de turno comunique debidamente lo sucedido a la compañía de seguros designada o TPA (Agente de Mediación).
- ❑ Telecopie "la declaración de empleado de la herida" al departamento de la compensación de trabajadores a (972) 258-4522
- ❑ Mantenga la calma. No entre en pánico.

CHUCK E. CHEESE'S.

CEC Entertainment

Where a Kid can be a Kid

January 12, 2007

Chuck E. FOCUS



Inside this issue:

thought of the week...



" Discipline is the bridge between goals and accomplishment."

-Jim Rohn

Magical Hospitality Birmingham -Vestavia, AL # 330
Southeast Region ~ Corey Kennedy & John Miller, Mgrs
Great Leadership From GM ~ Mickey Riggins

We celebrated my son's 2nd birthday on 1/1/07 with Chuck E. Cheese at your Vestavia, AL location. It was a great experience for myself, my son and our birthday guests! I made reservations on line which was very quick and easy to do. When we arrived the table was set and ready. The birthday supplies you provided were more than what I expected you to provide, which was a nice surprise! The table looked great! The host (I'm sorry to say I forgot the young man's name) greeted me, explained the party package and handled everything for us. He was such a pleasure and always around if I had a question or needed him to make an announcement for the guests. The flow of the party went great and for once I was able to enjoy the party and our guests instead of tending to all the party arrangements. I can't thank you enough for the great experience!! I will tell all my friends with children what an enjoyable time we had!

Sincerely,

Dawn Action

Making Magical Hospitality

CEC Makes Magic –Fort Smith, AR #301

Southwest Region, Jeremy Smith, Manager
Great Leadership From GM ~ Greg Chapman

I was in your Fort Smith, Arkansas store at about 11:30 on 12/28/06. Since we are out of school for Christmas break, I thought I would take my kids in. You guys were extremely busy so we were very hesitant about coming in. It took about 15 minutes to get our pizza. A young man who said his name was Brad introduced himself, described our pizza and told us that he was fixing games and if we needed help with any of them to not hesitate to ask him and he would be more than happy to help us. He came back several times to make sure that we where doing just fine and a few times asked my kids what there favorite game was and he told them that it was his too, but he couldn't play any right now and gave them a few tokens to play for him. It blew my mind that he could deal with all of these kids, how busy it was, and still make time to make sure my family and other families were enjoying themselves. We've always been big on customer service and I believe today is the best service I've ever received. This Chuck E Cheese is always clean and has great customer service, but today you guys can add another feather to your cap!

Thanks for a wonderful time.

Bridget Anderson and Family



Magical Hospitality Mentor, OH #743

Northern Region ~ Frank Ferrato & Michelle Schaffer, Managers
Great Leadership From GM ~ Dale Clark

I'm writing about a birthday part6y we had on Sunday, Jan. 7. Our server was Nikki Groul (not sure of the spelling). We had 10 kids plus parents in our party. The service was outstanding. Nikki attended to our every need. Even my nephew asking for milk didn't throw her. I didn't even know you "had" milk.

I let the manager know that Nikki was excellent, and even though the restaurant was completely saturated with people, I never felt rushed or in need of anything. I wouldn't have done a Chuck E. Cheese party if my daughter hadn't asked for one, but after this experience I would highly recommend it!

Sincerely, Jennifer Kime

Compliments

Week Ending January 7, 2007

Midwest Region:

728, 604, 359, 713, 844

Western Region:

Southwest Region:

3-599, 2-31, 3-304, 2-416

Northeast Region:

481, 646, 743, 533, 557, 557, 537

Southeast Region:

772, 652, 654, 330, 614, 420

Complaints

Week Ending January 7, 2007

Midwest Region:

348, 685, 97, 685, 604, 53, 873, 567, 345

Western Region:

108, 318, 42, 357, 356, 447, 406, 445 785

Southwest Region:

2-416, 417, 597, 38, 962

Northeast Region:

628, 510, 526, 554, 455, 543, 762, 763, 938, 537, 737

Southeast Region:

969, 121, 658, 433, 79, 759, 869



WEEK 1

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#446	Bell / LA	$94,487
2	#456	Skokie / Chicago	$90,532
3	#418	Sun Valley / LA	$84,584
4	#716	New Orleans-Veter	$84, 432
5	#410	Sacramento-Arden	$81,150
6	#465	Torrance / LA	$77,369
7	#438	Kendall, FL	$76,498
8	#682	Boca Raton, FL	$76,050
9	#0058	Tinley Park / Chicago	$75,795
10	#377	Lynwood, CA	$75,777

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#826	Troy, MI	101.9%
#424	Hialeah / Miami	48.0%
#847	Langley/Vancouver	45.9%
#589	Anchorage, AK	45.2%
#937	Amarillo, TX	43.0%
#034	Oaklawn/Chicago	38.0%
#576	Lake Jackson, TX	37.0%
725	South Dade, FL	37.0%
593	San Antonio/Bander	36.4%
055	Knoxville, TN	35.8%

Business Reminders



REQUIREMENTS ON DOCUMENTATION RETENTION

There are both federal and state requirements concerning the length of time employment records should be retained. To ensure your location is in compliance with the law and operational standards, please be sure to review the December 28, 2006 Intracompany E-mail Correspondence from the Internal Audit Department, specifically pages 13 through 15. It provides information regarding the following documents/ records: **Employee Files**, **I-9 forms**, **Files of Terminated Employees**, **Cast Member and Management Work Schedules**, and **Time and Attendance Detail Reports**. **Applications** for all prospective employees should be kept in a designated location within the store for one year and then disposed of accordingly. Some states require **Work Permits** be kept for a specified amount of time once an employee has termed. Most states post their requirements on the work permit. Refer to your state's work permit and/or any literature you may have received providing State Labor Laws. If you are unsure of your state's requirements phone P.J. Grisham at ext. 5433 to be placed in contact with your Human Resources Manager.

Merchandising Info……..

NEW High End on the Way

As we are gearing up for our busiest season, it is time to clean out your slow moving high end. What to do?

****Discontinued/ Slow Moving High End Prizes****

- Reduce the ticket value

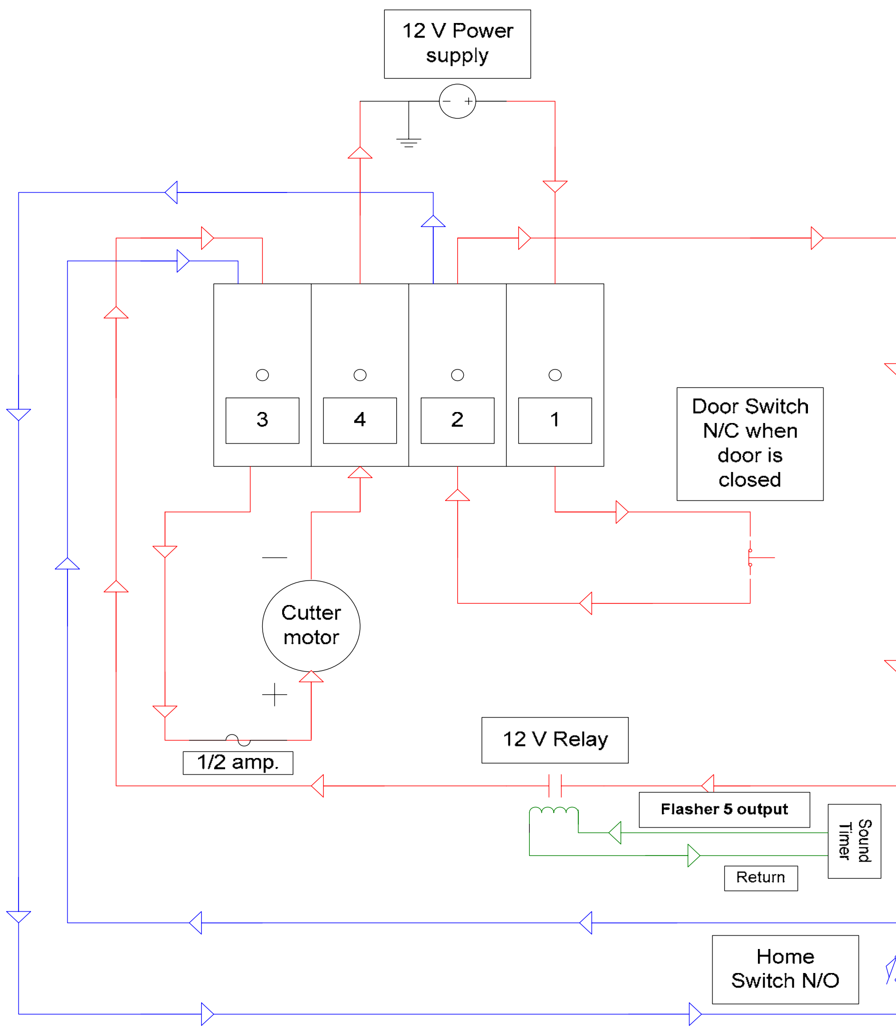
- Move to a lower shelf



Tech Support

Amutec Photo Ride Auto-Cutter Motor and wiring diagram

For the auto cutter circuit there is a fuse that protects the auto-cutter motor. To properly protect the motor from failing prematurely the correct value should be a 500m (1/2) amp GMA fast blow fuse. A replacement fuse is available from the SPT Parts Department, part # APR-0228 and cost only .21 cents. Having the correct fuse in the auto cutter circuit will help preserve the life of your auto cutter motor.



<u>RED CIRCUIT</u>- This path is active when the timer tells the cutter to go via the flasher 5 output activating the relay coil. It holds the contacts closed until the cutter blade makes more than one full pass.

<u>BLUE CIRCUIT</u>- When the cutter moves away from the home switch after the first pass the relay de-energizes and the blue circuit takes over to make the second pass. When the cutter returns to the home switch after the second pass the switch returns to the N/O position and stops (opens) the circuit causing the auto cutter motor to stop.

Please call the SPT Technical Support Department at 785 862 6002 if you have any questions. This will also be available on our website, bbs.cecentertainment.com for future reference.

SHOW ME THE STANDARD

CHUCK E. CHEESE'S University Established 1977

January 2007

TO ALL GENERAL MANAGERS:

Enclosed in your packet are your new Show Me the Standards for Pizza Make/Cut. Please discard **ALL** old SMTS material and place these updated tools in your red Show Me The Standard board. The updated Par Level sheets are now available on the BBS website for you to print each period and keep in your SMTS board as well.

**If your location has already received the new Salad Bar roll-out, the updated SMTS will be in your next week's packet.

If you have any questions, or need additional information, please feel free to contact your Training Department (x-5448 or x-5449).

Keep Making Magic!!!

THINK SAFETY FIRST!

01/07

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CHUCK E. CHEESE'S.

CEC Entertainment

Where a Kid can be a Kid

January 19, 2007

Chuck E. FOCUS



thought of the week...



> " Vision without action is a daydream. Action , action without vision is a nightmare."
>
> -Japanese Proverb

Inside this issue:

Magical Hospitality Frederick, MD # 770
Southeast Region ~ Tina Baker, Manager
Great Leadership From GM ~ Fred Streich

On Sunday January 7th we celebrated our son's 8th birthday at CEC's. This would be the 3rd party we have had for him at CEC's. It was by far the best party we have had at your establishment. What was so great aobut our party?? The hostess, Jessica!!!!! She was polite and friendly to al of our guests. Jessica talked to all of the kids and she made sure that everyone had everything that they needed at all times. The party progressed in a timely manner. Jessica was really nice and very professional. It was refreshing to have a young adult interact with the kids and enjoy herself. Jessica made this party the best we have had. Thank you Jessica for helping make our party enjoyable.

Sincerely,

The Frahms

Making Magical Hospitality

CEC Makes Magic –Scranton, PA #541

Southeast Region, Bradley Moyer, Manager

Great Leadership From GM ~ Doug Wolfe

My name is Loralee Matthews and I would like to commend your store in Dickson City, PA. The address is 1003 Commerce Blvd. My daughter, who just turned 5, celebrated by having her birthday at Chuck E. Cheese (for the 5th year in a row). I just wanted to let you know how amazing the service, from our server, Megan and the store manager Doug, was. They made us so comfortable and they were so helpful with everything. I truly believe they should be rewarded for their service. Since her 1st birthday at this Chuck E. Cheese, the service seemed to improve each and every year. Doug must be doing something right with his employees because we were also approached by one of the game attendants. He also stated his name and said that if we needed anything to let him know. This experience was so wonderful for my family and my guests. My husband and I appreciated everything Doug. Megan and the game attendant did for us. Because this was my daughter's 5th birthday, it was one that we won't ever forget! I just wanted to say Thank You to them and to you for being here for our kids. Please give this store recognition for Outstanding Customer Service. My second daughter is turning 4 at the end of February and this year will be her third party at Chuck E. Cheese. Thanks from all of us.

Loralee and Ryan Matthews (Elora-5 yrs, Emma—3 yrs, Ethan, 1-year)

Magical Hospitality Pico Rivera, CA #440

Western Region ~ Javier Sanchez, Manager

Great Leadership From GM ~ Krissy Heath

I just wanted to comment on one of your employees by the name of Ms. Hope. She is the lady that does the kid check. As you know she is the first person you see, she is very welcoming and treated us very nicely. She answered all our questions and was very nice to my child. I wanted to recognize her because she gave us great customer service. Anything we asked her, she knew the answer and if we had trouble with one of the machines she made sure we received help. She also went out of her way to get us ice cream from the vending machine. Because of her service, we will definitely go back to Chuck E. Cheese as it was a pleasant experience for my son and the rest of the family.

Thank you.



Compliments

Week Ending January 14, 2007

Midwest Region:

73, 85, 82, 77, 67

Western Region:

2-329, 440, 314, 785, 338

Southwest Region:

3-599, 31, 570, 935

Northeast Region:

542, 753, 650, 476, 541, 534

Southeast Region:

118, 770, 637, 538, 502

Complaints

Week Ending January 14, 2007

Midwest Region:

673, 54, 724, 688, 829, 971, 345

Western Region:

318, 108, 308, 442, 393, 439

Southwest Region:

668, 416, 856, 853, 962, 857, 90, 711, 558

Northeast Region:

2-501, 751, 468, 481, 476, 505, 3-101, 541
736, 2-737

Southeast Region:

87, 2-84, 2-969, 705, 637, 601, 616,435, 759,
502, 403, 65, 430

WEEK 2

TOP TEN SALES VOLUME

	LOCATION		VOLUME
1	#446	Bell / LA	$91,355
2	#418	Sun Valley / LA	$70,337
3	#453	Ventura / LA	$67,239
4	#522	Brooklyn, NY	$65,892
5	#523	Bronx, NY	$60,308
6	#654	Sterling, VA	$59,761
7	#410	Sacramento-Arden	$58,872
8	#377	Lynwood, CA	$58,685
9	#439	National City / San Di	$57,410
10	#513	Queens, NY	$57,071

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#836	West Mississauga	103.7%
#505	Poughkeepsie, NY	68.6%
#589	Anchorage, AK	42.7%
#577	College Station, TX	38.8%
#098	San Antonio-Ingram	38.0%
#533	Wilkes Barre, PA	37.8%
#827	Holland, MI	37.8%
#121	Winston-Salem, NC	37.2%
#853	Brownsville, TX	32.2%
#470	Hartford/Newington	29.5%

Business Reminders



Human Resources Update:

When a former employee applies for a position with a Chuck E. Cheese location what should a Manager do?

If you are interested in rehiring this former employee you must call the Human Resources Dept. to check their rehire status. Human Resources will inform you whether the individual is or is not eligible for rehire. This function is to protect management from rehiring a person who may have left the company for undesirable circumstances.

As a reminder: When a former employee separates from CEC and later returns to employment with a CEC location, they may apply for a bridge in their employment service dates if they meet the following requirements:

They return within six months of their resignation; their resignation was given with adequate notice to their supervisor; and their performance record was good. If a former employee meets the above requirements, please contact the Human Resources Department in order implement this process.

Message from Marketing…………..



This month we will begin sending out e-mail offers to guests who have registered their children's birthday with us through our on-line Chuck E-Club. This offer will be sent 3 days before their child's birth date and will expire 14 days from the date received. This offer can only be downloaded once and is designed to drive our walk-in birthday party business. This one time offer is valid for 20 free tokens (coupon code #339). No food purchase is necessary for this limited time offer and is valid at participating locations.

For questions about e-mail marketing, please contact Ryan Linders and x4281 or e-mail rlinders@cecentertainment.com

Memo Park ELY Helicopter Electrical Wiring

It is very important that while you are doing the P.M. on your ride, to remove the outer and inner black box and examine the master link on your drive chain for any wear. A replacement master link can be ordered through the CEC Parts Department, part # MP-1288 at a cost of $2.23. It may also be a good idea that if your ride is two years or older to replace the master link.

If the master link or the chain breaks at may cause the black wiring harness to break. Also there is a spring attached to the black harness that helps keep tension on the harness so that it stays in the white pulley at the top of the lift assembly. If the spring breaks the tension is lost and the harness will come out of the pulley and become damaged. A replacement cable can be purchased from the SPT parts department part # MP-1479 at a cost of $54.34. The black harness comes with a 9 and 3 pin molex or amp connector attached to it already. Below is a wiring guide to use to wire in the harness to the bike connector.

Pins 1 and 7 will not have wires in them use that as a guide. If you are using figure 1 below this is viewed from the side as the wires go into the connector.

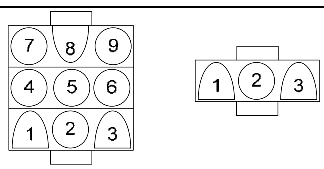
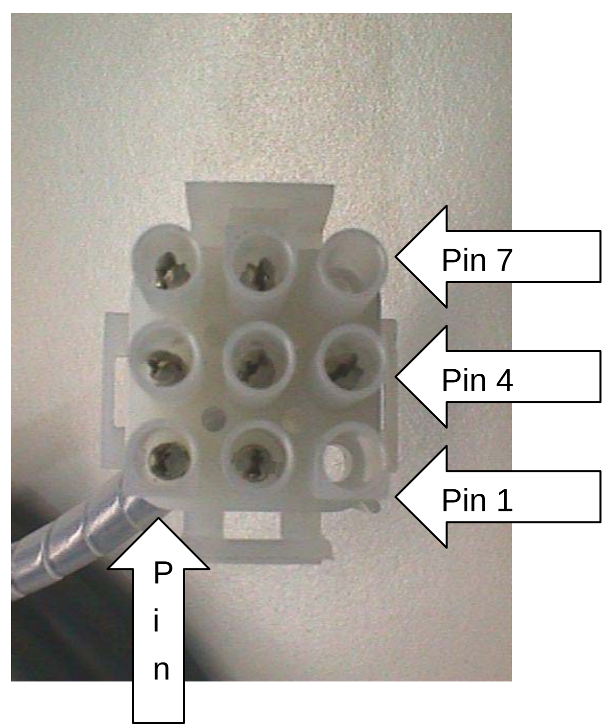


Figure 1

		Pin 7 – Sense wire for touch sensor circuit
head light	pin 1	Pin 3
head light	pin 2	Pin 2
Proximity GRD	pin 3	Pin 6
Proximity 24vdc	pin 4	Pin 5
Proximity Pulse	pin 5	Pin 4
Sled Switch	pin 6	Pin 9
Sled Switch	pin 7	Pin 8
24vac to bridge	pin 8	Pin 1 of 3 pin molex
24vac to bridge	pin 9	Pin 3 of 3 pin molex
ground	pin 10	Pin 2 of 3 pin molex



Merchandising Info.

JANUARY 28, 2006 COUPON PROMOTION

All stores will be participating in an FSI coupon promotion on January 28, 2007. Coupons will expire on March 17, 2006. Coupon details by markets are listed below:

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99	**BUY 40 TOKENS GET 40 TOKENS FREE** Get a total of 80 tokens $10.00	Buy any Large Pizza with 1 topping for only $9.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99
ABILENE	DETROIT	LAS VEGAS	ROANOKE
ALBANY, GA	DOTHAN	LEXINGTON, KY	ROCKFORD
ALEXANDRIA	EL PASO	LINCOLN	SAN DIEGO
AMARILLO	ERIE	LITTLE ROCK, AR	SHERMAN
ATLANTA	EVANSVILLE	LOS ANGELES	SIOUX CITY
AUSTIN	FT. SMITH/FAYETT	LUBBOCK	SIOUX FALLS
BATON ROUGE	FT. WAYNE	MACON	SOUTH BEND
BEAUMONT	GRAND JUNCTION	MADISON	SPRINGFIELD, IL
BIRMINGHAM	GRAND RAPIDS	BROWNSVILLE	SPRINGFIELD, MO
BOISE	GREENBAY	MIAMI	TAMPA/ST. PETE
BUFFALO	GREENSBORO-W. SALEM	MINNEAPOLIS	TOLEDO
CHARLESTON, SC	GREENVILLE, SC	MONTGOMERY	TOPEKA
CHARLESTON, WV	HATTISBURG, MS	NEW ORLEANS	TRI-CITIES/JOHNSON CITY
CHATTANOOGA, TN	HOUSTON	OMAHA	VICTORIA
CHICAGO	HUNTSVILLE	ORLANDO	WACO
COLORADO SPRINGS	INDIANAPOLIS	PALM SPRINGS	WEST PALM
COLUMBIA, MO	JOHNSTOWN/ALTOONA	PEORIA	WICHITA FALLS
COLUMBUS, GA	JOPLIN, MO	PHOENIX	WICHITA, KS
DALLAS/FT. WORTH	KNOXVILLE	PITTSBURGH	WILKES/BARRE-SCRANTON
DAVENPORT	LACROSSE	PORTLAND, OR	YOUNGSTOWN
DAYTON/SPR.	LAFAYETTE	RALEIGH/DURHAM	YUMA/EL CENTRO
DENVER	LAKE CHARLES	RAPID CITY, IA	
DES MOINES	LANSING	RENO	

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $20.99	**BUY 50 TOKENS GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $23.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

MARKETS:

ANCHORAGE	CINCY	SALINAS/MONTEREY	S BARBARA -S MARIA
BAKERSFIELD	NEW YORK	SALISBURY, MD	SEATTLE
BALTIMORE	NORFOLK/VA BEACH	SAN FRANCISCO	WASHINGTON DC

Merchandising cont.



MARKETS:

ANCHORAGE	CINCY	SALINAS/MONTEREY	S BARBARA -S MARIA
BAKERSFIELD	NEW YORK	SALISBURY, MD	SEATTLE
BALTIMORE	NORFOLK/VA BEACH	SAN FRANCISCO	WASHINGTON DC

- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $21.99	**BUY 50 TOKENS GET 50 TOKENS FREE** Get a total of 100 tokens $12.50	- 1 large pizza with one or two toppings or Super Combo - 4 regular size soft drinks - 50 tokens $24.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $30.99

ALBANY, NY	FRESNO/VISALIA	PHILADELPHIA	SPRINGFIELD, MA
ALBUQUERQUE	GREENVILLE, NC (JAX NC)	PORTLAND, ME	ST. LOUIS
BINGHAMPTON	HARRISBURG, PA	PROVIDENCE	SYRACUSE, NY
BOSTON	HARTFORD	RICHMOND	
CHARLOTTE, NC	JACKSONVILLE	ROCHESTER	
COLUMBUS, OH	LOUISVILLE	SACRAMENTO	

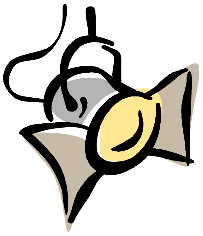
- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 30 tokens $19.99	**BUY 40 TOKENS GET 40 TOKENS FREE** Get a total of 80 tokens $10.00	- 1 large one topping pizza - 2 regular size soft drinks - 20 tokens $16.99	- 1 large pizza with one or two toppings or Super Combo - 4 drinks - 100 tokens $29.99

MARKETS:

AUGUSTA	COLUMBIA, SC	MEMPHIS	SAN ANTONIO
BILOXI-GULFPORT	CORPUS CHRISTI	MILWAUKEE	SAVANNAH
BOWLING GREEN	FLINT/SAGINAW	MOBILE/PENSACOLA	SHREVEPORT
CEDAR RAPIDS	JACKSON, TN	NASHVILLE	TULSA
CLEVELAND	KANSAS CITY	OKLAHOMA CITY	TYLER/LONGVIEW

Call the POS department at 972/258-5451 if you have any questions about your registers. If you have any questions after hours, call 817/870-0744.

Please call Piper Ranne at 972/258-5489 if you have any questions about the coupon promotion.



-CEC TV-

Wanna be in a MUSIC VIDEO?

Here's your chance!!

The April 2007 Show is in full production and your store can help!! One video will consist of footage in which cast members across the country will shoot their own 2:00 min music video(SAY WHAT?!). Each store will receive the song via e-mail as an mp3 file. No video can interrupt buisness activites. Only the "best" footage will be used, we make no guarantee to use all submissions given the number of stores. Please adhere to the rules below or the video will not make the fine cut. Thanks and we look foward to your involvement!

- Ryan Hollingsworth
  Production Specialist

MUSIC VIDEO SUBMISSION GUIDELINES

Song :	Lou Rawls, **"You'll Never Find Another Love Like Mine"**
Length :	2 Minutes (There are many of you)
Content :	Cast Members lip syncing or dancing to the licensed song, doing your job in a fun and festive way. This also includes Managers, Techs, etc. **Please do not edit yourself, send us the raw footage to allow more options in post production**
Location :	Your Store!(Let's specify) -NO kitchens, backstages, dumpsters, restrooms, roofs or closets. -YES showrooms, gamerooms, front of stores, marquees
Deadline :	MONDAY FEB. 12, 2007 A.D.
Format :	DV, Mini DV, Digital 8 / Hi-8, Beta SP DVD, High Quality Video CD, SVHS
Shipping :	Your Choice (FEDEX recommended), Safe & Secure
Destination :	Support Center
Labeling :	ATTN: ENTERTAINMENT DEPT w/ Store #

Questions?

rhollingsworth@cecentertainment.com

CEC Entertainment

Where a Kid can be a Kid

January 26, 2007

Chuck E. FOCUS



thought of the week...



" Four short words sum up what has lifted most successful individuals above the crowd: a little bit more. They did all that was expected of them and a little bit more."

-A. Lou Vickery

Inside this issue:

Magical Hospitality Bronx, NY #523

Northern Region ~ Wiber Vincente & Liz Rodriguez, Managers

Great Leadership From GM ~ Bruce Chaplin

I visited Chuck E. Cheese's on Saturday, 1/20/07, with my 4 children, and several friends. It was a great day with very professional people working and putting smiles on every child's face. I am a regular customer and I noticed many positive changes such as many new staff members. My family enjoyed when Chuck E. came around with balloons and cotton candy. I would like to give compliments too many staff members Neveen, Shakora, Jay (Mgr), who is very patient and always working as a team with his staff, thumbs up for his hard work. Thanks also to the lady that checked us in and the female staff member who accompanied Chuck E. around with cotton candy and balloons, they were both really great with my family (allowing us to take pictures). Lastly, there was a young man in charge of disposing of the trash, he was extremely helpful in assisting me. I am so appreciative of all the staff at this location, we are looking forward to our next visit. Have a great day and thank you!!!!!!!

Barbara Woods and family (& friends)

Making Magical Hospitality

CEC Makes Magic –East Orlando, FL #722

Southeast Region, Drew Ramsey, Manager

Great Leadership From GM ~ Jim Brunck

My daughter was to have a party on 1-7-07, she became very ill and was in the hospital so we had to change the date. I spoke with a nice guy named Adam and he walked me through the process and changed everything perfectly for me. (date changed to 1-14-07). My host was a very professional looking young lady named Natalia. I've never experienced such a kinder, on top of things person. She made sure that my daughter (now 3) had a great time. My husband and I did not have to worry about a thing. She served us, was always there at the right time and had a beautiful smile at all times! I would recommend her to all my parents (I am a preschool teacher) and our friends that go to this location.

Thank you for having someone like Natalia who really does care about her job and the families that she comes into contact with.

Sincerely,

Alex and Cheryl Perez

Magical Hospitality North Garland, TX #584

Southwest Region ~ James Vaughan & Natosha Page, Managers

Great Leadership From GM ~ Bryan Schwieterman

I have not been to Chuck E. Cheese's since I was a kid. My husband recently turned 31 and wanted to go there for his birthday—for our son's sake. There was one individual—Tony Win—who was the most friendly and helpful employee. He was always there when we needed him. I mentioned to him that the ladies restroom was out of soap and he took care of that immediately—when we were singing to my husband, he overheard us and told us he would bring Chuck E. to sing to him as well—he was extremely attentive and helpful in every way. There are about 3 other instances that he was helpful with. It was just so nice to go out to dinner as a family and know that if there is anything you need you will be immediately taken care of.

I was sure to tell his manager about such a wonderful employee—but I also wanted to pass this information on to you as well. Tony was wonderful.

Thank you, Stacy



Compliments

Week Ending January 21, 2007

Midwest Region:

73, 326, 828, 873, 567, 971, 360

Western Region:

329, 300

Southwest Region:

599, 599, 599, 599, 599, 304, 854

Northeast Region:

501, 481

Southeast Region:

772, 383, 368, 969, 954, 722

Complaints

Week Ending January 21, 2007

Midwest Region:

54, 686, 931, 555, 971, 970, 360

Western Region:

373, 108, 404, 465, 2-362, 339, 332, 443, 320, 300

Southwest Region:

591, 579, 105, 609

Northeast Region:

524, 489, 752, 2-479, 467, 481, 505, 513, 2-554, 2-737

Southeast Region:

474, 2-770, 605, 74, 638, 601, 450, 2-65

WEEK 3

TOP TEN SALES VOLUME

LOCATION			VOLUME
1	#446	Bell / LA	$100,107
2	#418	Sun Valley / LA	$82,915
3	#453	Ventura / LA	$79,929
4	#522	Brooklyn, NY	$74,851
5	#377	Lynwood, CA	$72,765
6	#438	Kendall, FL	$72,090
7	#410	Sacramento-Arden	$70,978
8	#041	Bakersfield, CA	$70,432
9	#523	Bronx, NY	$70,041
10	#465	Torrance / LA	$69,924

TOP TEN SALES INCREASE

LOCATION		% INCREASE
#589	Anchorage, AK	60.2%
#746	Mansfield, OH	50.7%
#426	Lakeland, FL	36.5%
#575	Houston-Weslayan	35.7%
#971	North Memphis, TN	32.1%
#836	West Mississauga	28.4%
#970	Memphis, TN	27.6%
#558	Colorado Springs	26.0%
#650	New London, CT	24.9%
#034	Oaklawn / Chicago	23.7%

Business Reminders



TO: Participants of The CEC Entertainment 401(k) Retirement and Saving Plan

FROM: Susie Close

DATE: January 22, 2007

SUBJECT: CEC Entertainment 401(k) Retirement Savings Plan Guaranteed Income Fund effective yield

Effective January 1, 2007, the interest rate for the Guaranteed Income Fund (GIF) will remain at 3.10%.

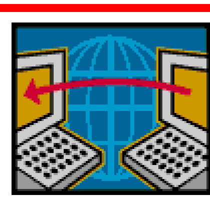
This rate will remain in effect from January 1, 2007 through June 30th 2007, and is guaranteed not to change during that time.

For your convenience, this information is also available by calling Prudential's Answerline at 1-877-778-2100 or on the internet at **http://www.prudential .com/online/retirement**

If you have any questions please contact the Benefit Department.

Price Change Materials to Hit Your P&L

Expect about $70 to hit your office supplies in January and February for the menu materials used to execute the recent price change.



IS IT REALLY MYSPACE?

A significant number of CEC employees have a personal web page on internet sites such as myspace.com. The web page usually includes personal data as well as pictures. We do receive complaints about employee's web page data and/or pictures that are viewed as offensive. Some web pages have pictures of our mascot, Chuck E, presented in a distasteful manner. Please remember and remind your staff that CEC has a Business Ethics and Standards policy. The policy states that the behavior of every employee contributes to CEC's image and its reputation. It would be considered a violation to the policy if any employee engaged in any conduct or action that would cause CEC or its employee's embarrassment or creates the appearance of indecency. A violation to the policy may result in disciplinary action up to and including termination.

Message from Marketing…………..

On Tuesday, January 30th we will begin testing weekday lunch offers. These will be sent to approximately 225,000 guests who have asked to receive weekday offers through our e-mail campaigns. These lunch coupons are only available Monday-Friday until 3:00pm. After 3:00pm on a weekday and on Saturdays and Sundays, these coupons are not valid and will not be active on your registers. These offers are currently not available in Canada during this test.

Buy 20 Tokens	$9.99	$5.99	$2 Off
Get 20 Free	1 Individual Cheese Pizza	1 Small Cheese Pizza	1 Large Salad Bar
Coupon Code #345	1 Large Salad Bar	1 Adult Soft Drink	Coupon Code #219
	1 Adult Soft Drink	1 Kids Drink	
	1 Kids Drink	5 Game Tokens	
	5 Game Tokens	Coupon #217	
	Coupon #218		

If you have any other questions about our E-marketing program, feel free to call Ryan Linders directly at 972-258-4281 or email **rlinders@cecentertainment.com**



Note from Purchasing:

In addition to the new drink cups, and the recent and ongoing sandwich and salad bar enhancement, we have a few more new items on the way. Items 2-5 will all help reduce paper cost this year.

1) If you are not already receiving item **653634-Perdue Chicken Breast**, you will be soon. This item is replacing item 503821-Tyson Chicken Breast in all Mclane Divisions. By March, Mclane should be completely out of the Tyson product. Without losing any quality you will see a small cost savings with this new Perdue product.
2) Soon all stores will be receiving **new 12 & 20 oz. translucent beer cups**. You won't notice a difference in quality, but you will realize a significant cost savings with these new cups. We expect these new cups to start hitting stores in February and be available to all stores by March.
3) There will be a **new plastic food film** available soon. This film has been quality tested, is safer, easier to use, and cost much less that what you've been using. We expect this new product to be available to all stores no later than early March.
4) You may already be receiving item **380204-Foam Container**. This item is replacing 422204-Foam Container. You should not notice a difference in quality, but you will notice a significant reduction in cost. All stores should definitely have this new product by the end of January.
5) Next week you will receive a memo in regard to **new straw / lid dispensers**. These new units will be rolled out to all stores during February and early March.

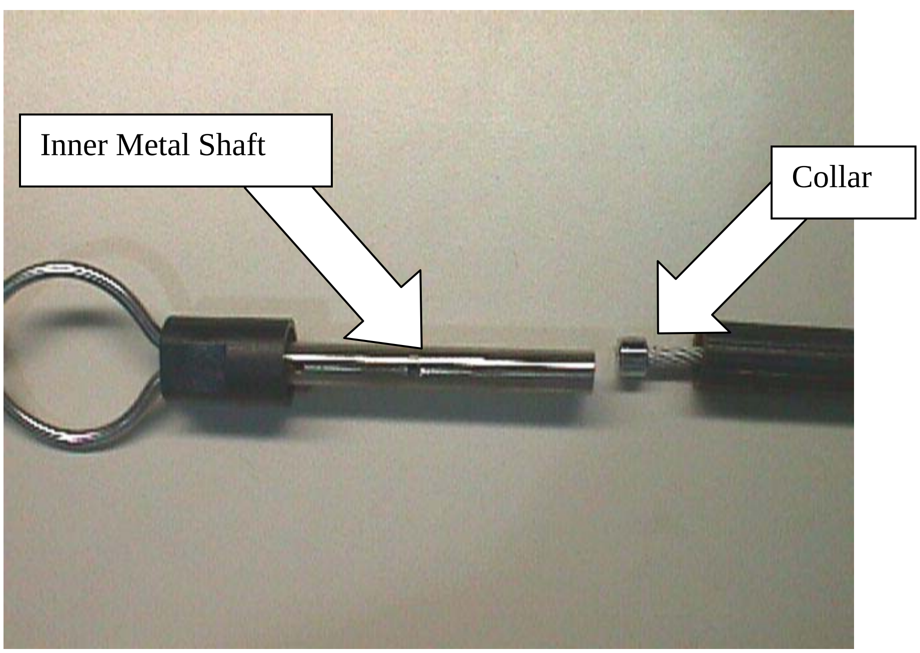
If you have any questions, please give ole purchasing a call at 972-258-5550.

Tech Support

Memo Park CEC Magician Wands

At times the wand cable for the CEC Magician game can become damaged or badly tangled and need to be replaced. You can replace the entire wand with cable from the SPT parts department at a cost of $7.49, part # **MP-000T-30**. However if only the cable needs to be replaced and the rest of the wand is good, you can order just the cable which is part # **MP-000T-38** at a cost of $1.74. With the cable you will also receive a collar that will be used to secure the cable to the wand (See Picture). The wand cable must always make contact to the wand ring. The wand cable is grounded and the spiral has a wire attached to it that goes to an input on the main CPU board. So you should measure with your Digital Volt Meter 5 volts DC from the ring on the wand and the spiral. That is how the game knows that the player has lost and will then dispense one mercy ticket. When you install the new cable you may have to cut off a ¼" of the inner metal shaft of the wand to make sure that the black plastic sleeve of the wand goes on completely and secure. (See picture) The new collar is a little larger then the original collar requiring you to cut the inner metal shaft.

Please call the SPT Technical Support Department at 785 862 6002, should you have any questions.



Merchandising

Current/Old Merch Program

SE & N Regions ONLY

Merchandise Category Changes

30 tix Plane Prize is now 30 tix Noisemaker Prize
The generic item # is the same, 55571

15 tix Noisemaker Prize is being discontinued
You will only carry 6 items in the 15 ticket level

New Bin Program

SW, W & MW Regions

The 15 TIX Transparent Hand Clapper (15 Noisemaker) is moving from bin 10B to bin 40C.

If you current have inventory, use them when you are finished with the Microphones.

RISK factor

Emergency Exits and Emergency Lighting –

Will Your Emergency Exits/Lights Work When You Need Them?

ARE YOU PROVIDING A SAFE EXIT FROM YOUR CHUCK E. CHEESE FACILITY IN THE EVENT OF AN EMERGENCY OR BLACKOUT SITUATION?

Emergency lights and exit signs provide lighting in the showroom, the game-room, the kiddie-room, corridors, stairwells, ramps, escalators, aisles, and exit passageways during power outages and emergencies. If your exit signs & emergency lights fail to operate properly, our guests, cast members, & management can become disoriented and chance of injury greatly increases. Emergency lights and exit signs are needed to provide <u>life-saving</u> illumination during power-outages, earthquakes, or other emergencies.

Emergency Exit doors need to open and close properly with a working (loud-audible) Detex alarm. Remember to change the batteries on ALL Detex alarms when required or at least when we change our clocks in the Spring & Fall (twice a year).









If the Emergency light fails to operate when the test button is pushed, more than likely the battery has failed (but remember to also check the bulbs). All emergency lights have an internal battery and battery charger. Replacement Batteries can be purchased at Grainger's or City Lighting.

Occasionally the charger will fail and the emergency light will have to be replaced. A replacement light can be purchased at Grainger's for around $50. Part number 4PH08.

<u>Checking Emergency light operation only takes a few minutes of your time. Any Emergency Exit alarms (Detex) and Emergency lights not working should be fixed within 24 hours with follow up. Emergency lights & Detex alarms are part of the facility PM in the Coin Drop Book.</u>

WORK SMART

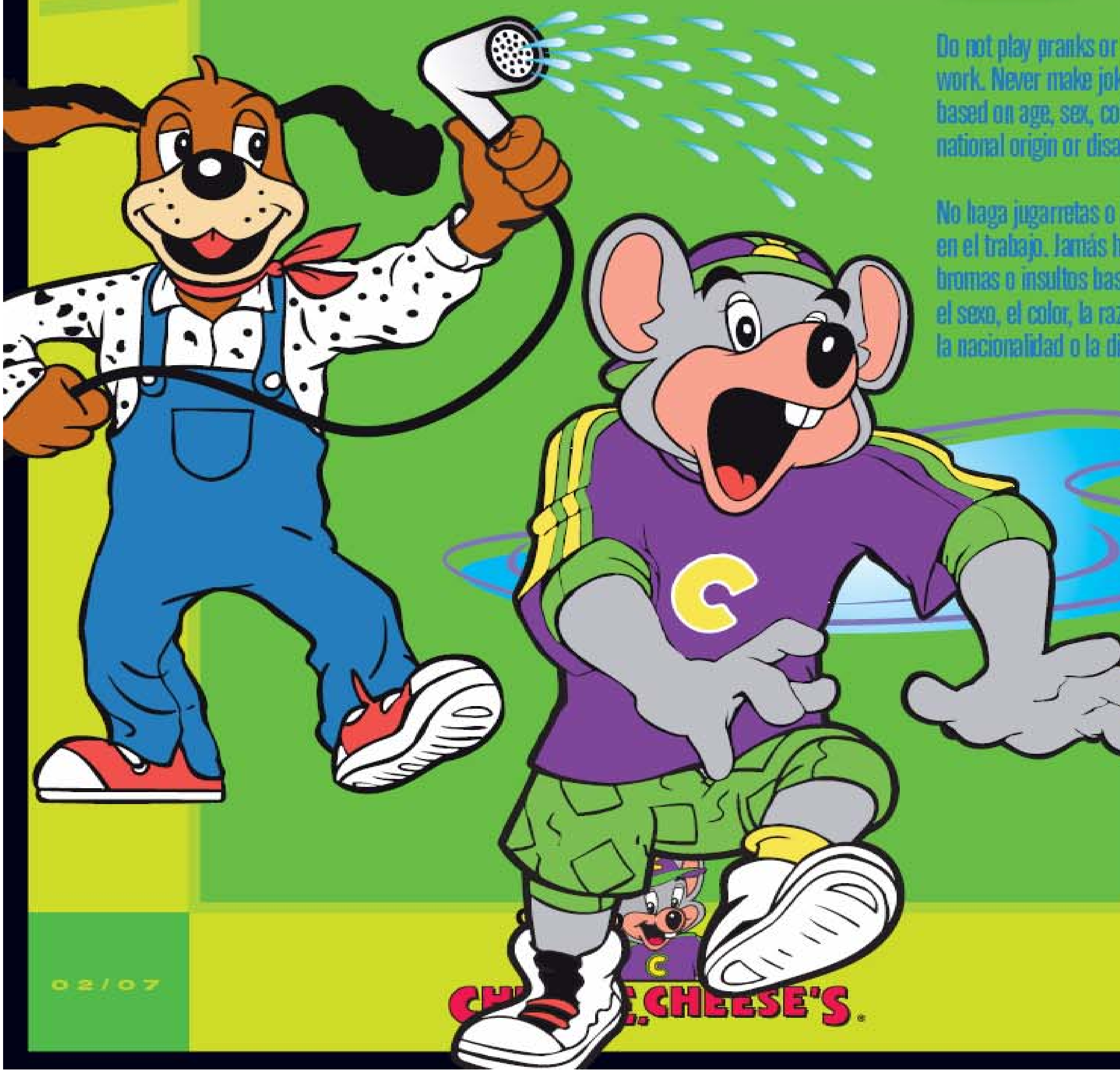
Stop Workplace Violence

Don't harass or coerce fellow Cast Members. No clowning around.

No acose o ejerza coerción sobre sus compañeros de trabajo.
Nada de payasadas.



Pare la Violencia en el Lugar de Trabajo



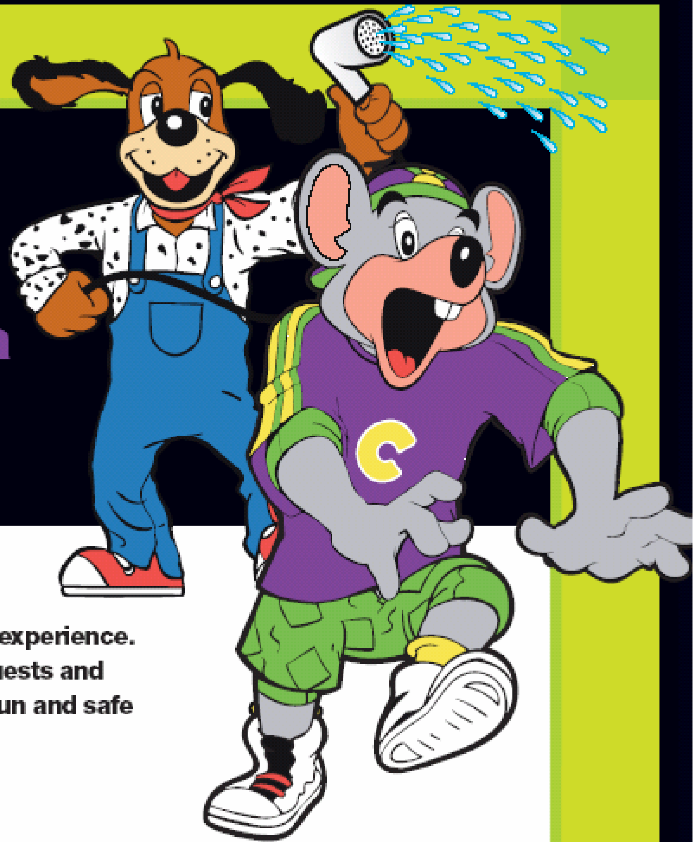
Do not play pranks or practical jokes at work. Never make jokes or insults based on age, sex, color, race, religion, national origin or disability.

No haga jugarretas o bromas pesadas en el trabajo. Jamás haga bromas o insultos basados en la edad, el sexo, el color, la raza, la religión, la nacionalidad o la discapacidad.

02/07

Stop Workplace Violence

Pare la Violencia en el Lugar de Trabajo



BACKGROUND INFORMATION

Our workplace should be an enjoyable, rewarding experience. Keeping a happy, professional attitude with our Guests and fellow Cast Members, will make our restaurant a fun and safe place to work.

INFORMACIÓN PREVIA

Nuestro lugar de trabajo debe ser una experiencia agradable y que nos recompensa. Tener una actitud alegre y profesional con nuestros clientes y compañeros de trabajo, hará que nuestro restaurante sea un lugar divertido y seguro para trabajar.

What To Do:

- Treat every Cast Member with respect and dignity.
- Call people by their proper names. Don't use stereotypes or make-up "playful" nicknames.
- Think about how your comments or actions may be perceived prior to doing/saying something.
- If you have any doubts, don't say or do it.
- Don't harass or coerce fellow Cast Members.

What To Avoid:

- No clowning around.
- Do not play pranks or practical jokes at work.
- Never make jokes or insults based on age, sex, color, race, religion, national origin or disability.
- Do not hug or touch co-workers or Guests inappropriately.
- Hazing or requiring someone to perform a meaningless task as "initiation" is humiliating - don't do it!

Qué Debe Hacer:

- Trate a cada integrante del equipo con respeto y dignidad.
- Llame a las personas por sus nombres propios. No use estereotipos o invente apodos "juguetones".
- Piense como sus comentarios o acciones pueden percibirse antes de hacer/decir algo.
- Si tiene cualquier duda, no lo diga o haga.
- No acose o ejerza coerción sobre sus compañeros de trabajo.

Qué Debe Evitar:

- Nada de payasadas.
- No haga jugarretas o bromas pesadas en el trabajo.
- Jamás haga bromas o insultos basados en la edad, el sexo, el color, la raza, la religión, la nacionalidad o la discapacidad.
- Nada de diabluras o travesuras en el trabajo.
- Las novatadas o requerir que alguien lleve a cabo una tarea sin sentido como "iniciación" es humillante - ¡no lo haga!

CHUCK E. CHEESE'S

CHUCK E. FOCUS - JANUARY 2007 ISSUES

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